



## **ABSTRACT OF THE DISCLOSURE**

A digital contents advertisement display method and system using auction has a contents outline disclosing part disclosing an outline of contents to be distributed through a digital medium to audiences including sponsors. An advertisement tenant bidding part allows a sponsor to bid for an advertisement tenant contained in the disclosed contents and a sponsor determining part determines a winner sponsor for the advertisement tenant according to a highest price bid by a sponsor. A contents creating part completes the advertisement tenant contained in the contents according to the winner sponsor to complete the contents. A contents distributing part can distribute the completed contents as an advertising medium.